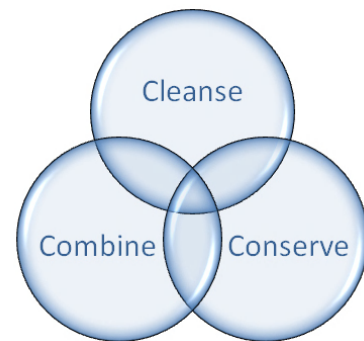


DB Pros 3 C's Services – Cleanse, Combine & Conserve

DB Pros can help you and your clients maximize the use of mailing lists and achieve an actual cost savings. The two primary services that directly impact you and/or your clients are **Cleanse** and **Combine**.

Our **Cleanse** service makes a mailing list as simple and accurate as possible. We analyze the list in question, parse out any needed fields, fill in missing information (city, state and zip code for example), identify any duplicate records and merge them together, and clean the list so all information is presented in a professional manner.

- Parse out data into separate fields
- Create consistency across fields of data – Title caps vs. all caps vs. lowercase
- Fill in missing city, state or zip code data
- Dedupe data using multiple match criteria



The **Combine** service takes several files and merges them together to create one master file. This can be a mixture of different formats of lists – Excel, Access, Outlook, Word, etc. The **Combine** service eliminates the need for multiple files and condenses a company's internal lists. It also merges information from various sources, so all pertinent information is identifiable.

Another way of using our Combine service is to match your company's data against an external list, such as a purchased lead list. We can identify matching records, append data across fields, and show where there are prospect opportunities for you.

- Combining multiple lists into one
- Comparing internal lists against purchased/marketing lists
- Cross-referencing data across multiple lists

Conserve - As you continue to use your data – add new records, remove information, update, etc. – data issues are sure to come about. Duplicates may appear if you have multiple users entering information; inconsistencies will occur in certain fields or whole records; and records will be incomplete.

If you currently have this concern, or can foresee it happening for your business' data, look no further. DB Pros will review your data on a quarterly basis and **Conserve** it to your satisfaction.

Contact Us for More Information

If you are interested in learning more about how DB Pros can help you with your database needs, contact Kendra Von Achen at 732-682-4692 or via email at kendra@dbprosconsulting.com.